

CLAIMS

1. A computer-implemented method for conducting a direct marketing campaign, comprising:

providing a contact list for use in direct marketing campaigns, where the contact list includes a plurality of members and corresponding address information for each member;

storing the contact list in a memory space;

executing a first marketing campaign based on the contact list;

maintaining the contact list in the memory space; and

executing a second marketing campaign based on the contact list.

2. The computer-implemented method of Claim 1 wherein the step of executing the first marketing campaign further comprises initiating the first marketing campaign in response to an input from a system user.

3. The computer-implemented method of Claim 1 further comprises the steps of receiving feedback information relating to at least one of the first and second marketing campaigns from at least one of the plurality of members; and using the feedback information to implement a subsequent marketing campaign.

4. The computer-implemented method of Claim 3 wherein the step of using the feedback information further comprises modifying the contact list based on the feedback information, thereby generating a modified contact list.

5. The computer-implemented method of Claim 4 wherein the step of executing a second marketing campaign further comprises using the modified contact list.

6. The computer-implemented method of Claim 1 further comprises the step of prompting a system user to execute at least one of the first and second marketing campaigns.

7. The computer-implemented method of Claim 7 wherein the step of prompting a system user is based on sales date information.

8. The computer-implemented method of Claim 1 further comprises:

- providing at least one mailer for distribution to the plurality of members in the contact list; and
- disseminating the at least one mailer to one or more of the plurality of members in the contact list during the first marketing campaign.

9. The computer-implemented method of Claim 8 wherein the step of disseminating the at least one mailer further comprises printing the at least one mailer using a printing device and delivering the at least one mailer to one or more of the plurality of members using a postal service.

10. The computer-implemented method of Claim 8 wherein the step of disseminating the at least one mailer further comprises sending the at least one mailer in electronic format to one or more of the plurality of members using an email transmission.

11. The computer-implemented method of Claim 8 wherein the step of disseminating the at least one mailer further comprises sending the at least one mailer to one or more of the plurality of members using a facsimile transmission.

12. A computer-implemented method for executing a direct marketing campaign, comprising:

providing a contact list for use in the marketing campaign, where the contact list includes a plurality of members and corresponding address information for each member;

providing a mailer for distribution to the plurality of members in the contact list;

disseminating the mailer to one or more of the plurality of members on the contact list;

receiving feedback information relating to the marketing campaign from at least one of the plurality of members; and

using the feedback information to implement subsequent marketing campaigns.

13. The computer-implemented method of Claim 12 wherein the step of using the feedback information further comprises modifying the contact list based on the feedback information, thereby generating a modified contact list.

14. The computer-implemented method of Claim 12 wherein the step of disseminating the at least one mailer further comprises printing the at least one mailer using a printing device and delivering the at least one mailer to one or more of the plurality of members using a postal service.

15. The computer-implemented method of Claim 12 wherein the step of disseminating the at least one mailer further comprises sending the at least one mailer in electronic format to one or more of the plurality of members using an email transmission.

16. The computer-implemented method of Claim 12 wherein the step of disseminating the at least one mailer further comprises sending the at least one mailer to one or more of the plurality of members using a facsimile transmission.

17. A method for direct marketing comprising the steps of:

A. loading a plurality of contact lists and a plurality of mailers into a computer system, each of said contact lists listing a plurality of members and corresponding address fields for executing a direct marketing campaign;

B. storing each of said contact lists in a respective one of a plurality of allocated storage areas in said computer system, each of said allocated storage areas accessible by a respective one of a plurality of allocated users to allow each allocated user to modify or view a respective contact list or execute a direct marketing campaign with a respective contact list;

C. executing a direct marketing campaign with at least one of said contact lists stored in a respective one of said storage areas and one of said mailers, said direct marketing campaign executed in response to input by a respective allocated user to said computer system, said direct marketing campaign disseminating mailers to members on said contact list;

D. maintaining said contact list in said allocated storage area; and

E. executing a second direct marketing campaign with information based on said contact list used in said direct marketing campaign, said information based on said contact list being either said contact list or a modified version of said contact list stored in said computer system, said second direct marketing campaign executed in response to input by said allocated user who executed said direct marketing campaign, said input being to said computer system.

18. The method as claimed in claim 17, further comprising executing a plurality of direct marketing campaigns with one of said lists, each of said plurality of direct marketing campaigns executed on a different day, days of executing said plurality of direct marketing campaigns input to said computer system by a respective allocated user of said list for which said plurality of direct marketing campaigns is executed, said computer system reading said days of executing said plurality of direct marketing campaigns and executing said plurality of direct marketing campaigns on each selected day.

19. The method as claimed in claim 17, wherein said computer system prompts said user to execute said direct marketing campaign in response to external input information.

20. The method as claimed in claim 19, wherein said external input information is a listing of important sales dates.

21. The method as claimed in claim 17, further comprising:
comparing said plurality of contact lists with external input information to determine which of said users said external input information relates, users for which said external input information relates being relevant users.

22. The method as claimed in claim 21, wherein said external input information is disseminated by said computer system to each of said relevant users.

23. The method as claimed in claim 17, further comprising:
processing address information or member name information of at least one member contained in a contact list stored in said computer system to form said modified contact list; and
storing said modified contact list in a storage area that is accessible by a respective allocated user of said contact list.

24. The method as claimed in claim 23, wherein said step of processing said address information or member name information is executed by said computer system in response to feedback information from said direct marketing campaign.

25. The method as claimed in claim 23, wherein said step of processing address information or member name information is performed in response to marketing tools.

26. The method as claimed in claim 23, further comprising the steps of:

receiving feedback from said executed direct marketing campaign; processing said address information or member name information in response to said feedback information to form said modified contact list; and executing said second direct marketing campaign based on said modified contact list.

27. The method as claimed in claim 17, further comprising the steps of:

receiving feedback information from said executed direct marketing campaign; and

reporting said feedback information to a respective user for which said direct marketing campaign was executed, or storing said feedback information in an allocated storage area accessible by an allocated user for which said direct marketing campaign was executed.

28. The method as claimed in claim 17, further comprising:

reviewing company marketing information to obtain marketing criteria for at least one allocated user, said company marketing information stored in said allocated storage area accessible by a respective allocated user;

executing a marketing search based on said company marketing information; and

reporting results of said marketing search to a respective allocated user.

29. The method as claimed in claim 17, wherein executing said direct marketing campaign comprises:

printing hard copies of said mailer with a printing device, said printing device printing said plurality of hard copy mailers with corresponding address information for each said member; and

disseminating each of said hard copies of said mailers to corresponding members of said contact list through a postal service.

30. The method as claimed in claim 17, wherein executing said direct marketing campaign or said second direct marketing campaign comprises:

sending said contact list and said mailer to a telemarketing group;

using said telemarketing group to contact members of said contact list and orally convey information contained on said mailer to said members.

31. The method as claimed in claim 17, wherein executing said direct marketing campaign comprises sending said mailer to members contained in a respective contact list in electronic format through email.

32. The method as claimed in claim 17, wherein said direct marketing campaign comprises sending mailers to said members via facsimile.

33. The method as claimed in claim 17, wherein said computer system contains a contact list database, said contact list being uploaded from said contact list database in response to a request by a respective allocated user.

34. The method as claimed in claim 17, further comprising:
recording a date history of when prior direct marketing campaigns were executed with one of said plurality of contact lists contained in a respective allocated storage area.

35. The method as claimed in Claim 34, wherein said date history is recorded in said allocated storage area for retrieval by a respective allocated user.